



# Marketing ideas

that get results



## Neon Systems

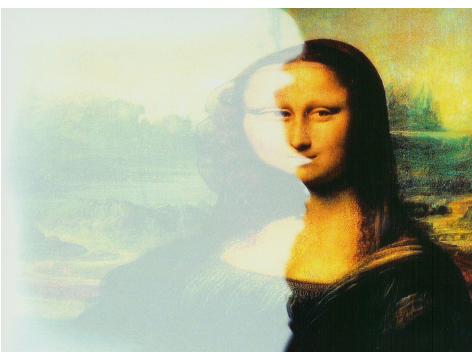
### iWAVE CAMPAIGN

#### SITUATION/PROBLEM

NEON SYSTEMS PRODUCED AN APPLICATION INTEGRATION SOFTWARE THEY CALLED "iWAVE." WHILE iWAVE HAD ENJOYED INITIAL SUCCESS, NEON SYSTEMS WAS READY TO TAKE THE SOFTWARE TO THE NEXT SALES LEVEL.

#### OBJECTIVE

Our objective was to increase awareness of iWave to the point where Neon Systems would be included on their prospects' lists of approved vendors.

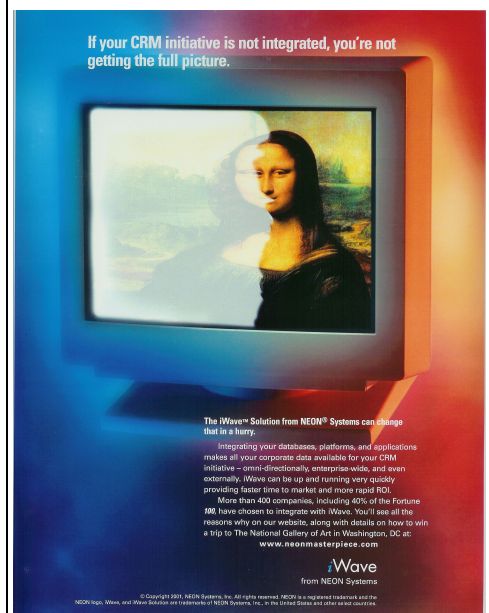


#### SOLUTION

iWave was capable of integrating a wide range of business software platforms and applications, but the company recognized that it needed to focus on a particular integration niche if the marketing strategy was to be successful. It was decided that the burgeoning CRM market would be the target.

PriMarc advised that the quickest means of reaching the highest number of potential customers with the greatest impact was to adapt a direct response marketing approach to an advertising initiative. An ad was created to graphically illustrate how much information corporate managers were missing if they did not have the benefit of iWave integration. The "offer" was a chance to win a trip to the National Gallery of Art in Washington, DC.

A specific URL was developed for the campaign, and a database within the Website tracked and helped qualify the leads that were generated.



#### RESULTS

In the U.S., the program generated 4,076 inquiries in just two months. After qualifying, the leads were handed off to the sales force, and 1,793 follow up meetings were arranged. The result of this initial activity was 41 sales. Additionally, two winners were sent to the Washington DC art gallery.

# PriMarc